



Private Labeling
Overview

Why Private Label?

the value...

Overview

The benefits of private labeling are innumerable for your company.

- Compliment your current products with a line of Heavy Duty and Industrial lubricants
- Reinforce your corporate identity throughout your marketing area with brand recognition
- Expand your brand awareness and solidify a market share in your territory
- Produce exciting new revenue opportunities
- Control of your product

Recognition

Corporate Identity

- Escalate your corporate image by expanding your overall product offering
- Incorporate and expand current corporate objectives by growing additional revenue
- Increase overall market share with additional quality products

Recognition

Brand Awareness

- Penetrate a marketing territory with an attractive package
- Your custom label and high quality product will differentiate your company from the competition
- The more you build brand awareness, the more you will encourage first time buyers
- No other brand is associated with your quality and marketing program
- Positive benefits are customers developing lasting business relationships with profitable repeat business

Opportunity

Revenue

- Expand your current product line with a specific compliment of lubricant products that best suites your customer base
- Become a single source supplier for customers
- Competitively market a long proven, high quality product line that will create repeat sales
- Add oil analysis services for an additional service and revenue stream

Control

You have total control of your lubricant product line.

- Set your own standards and marketing plan
- Control of your brand appearance
- Add to or enhance your product line at any time

Value Add

Offer more value for the money.

- Products meet and or exceed major competitors
- Products manufactured in an ISO 9001:2008 facility
- Offer full technical support, oil analysis services, value analysis, product comparison analysis
- Drop ship

Trend In Lubricants

Increased lubricant trends in private label



The Trend Continues...

Private Label

Major's and Oil Jobber pushes back, but...

- Major oil companies have been constant over time and have not exerted as strong an influence over the lubricant market share of sales as one may think.
- Major oil companies can lower and raise pricing without notice, sell direct, sell through distribution, however, private label programs have historically out sold the larger competition.
- Independent lubricant distributors are more flexible and respond according to the current market.

The Private Label Process

1. Identify product(s) to market
2. Identify the packaging for each product(s)
3. Build a marketing plan
4. Construct partnership –
 - a. Create Technical Data Sheet & MSDS
 - b. Custom labels
5. Sell

Products to consider

Heavy Duty

- Compressor Fluids
- Anti-Wear Hydraulic Oils
- R&O Oils
- Grease
- Way Oils
- Spindle Oils
- EP Gear Oils
- Mining Fluids
- Bar and Chain Oils
- Zinc-Free Railroad Oils
- Specialty (including)
 - Inherent &
Readily Biodegradable
Non-Toxic

Commercial

- Engine Oils, Petroleum and Synthetic
CJ-4, CI-4, CI-4 Plus, Co-Generation
- Transmission Fluids
 - Dexron, Mercon and TO-4
- Gear Oils
- Grease
- Tractor Fluids
- Specialty – Antifreezes/Coolants

Consumer

- Automobile Products
 - SN, SM, SL, SJ

Industrial

- Food Grade & Non-Food Grade

Contact

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